



FOR IMMEDIATE RELEASE

PTBO Game Jam 04

Peterborough, Ontario – December 7, 2017 – The old adage “too much of a good thing” simply does not apply when it comes to the **PTBO Game Jam**. Participants simply can’t get enough of this innovative tech event!

PTBO Game Jam 04 will be staged Friday, February 23rd to Sunday, February 25th, once again returning to the conference space at Fleming College’s Kawartha Trades and Technology Centre, 559 Brealey Drive in Peterborough.

Hosted by Peterborough-based game development studio dotBunny, **PTBO Game Jam 04** will see game programmers, designers, artists and others involved in game-development disciplines gather to plan, design and create games in a 32-hour time frame.

PTBO Game Jam is three events rolled into one, with two Educational Blocks being offered in addition to the 32-hour game creation marathon.

On Friday, February 23, 6 to 8 p.m., a **Youth Educational Block** will focus on introducing youths under the age of 16, accompanied by a guardian, to the world of game development via the provision of free toolsets geared to them. The block includes instruction on how to use MIT’s Scratch to create a simple game mechanic, showing how it can be easily changed and added onto to create fun and unique gameplay.

Also Friday, February 23, 6 to 9 p.m., an **Adult Educational Block** will provide a terrific opportunity for those 16 years old and older who have wanted to create a game but didn’t know where to start. Again, instruction on the use of game creation industry toolsets will be provided to help participants create a simple game that can be expanded upon.

That sets the stage for the main event which starts Saturday, February 24 at 9 a.m. and continues until 5 p.m. Sunday, February 25. Organizers confirm “there will be pressure, there will be pizza and there will be awesomeness” as new games are created around a forthcoming theme.

Admission to **PTBO Game Jam 04** is once again free, but pre-registration is required. Visit <https://ptbogamejam04.eventbrite.ca/> and click the Register button. Please note that a ticket is required for each event you plan to participate in.



PTBO Game Jam History

With the goal of fostering a local game development community to the benefit of future generations of game developers, **Matthew Davey**, the founder of Peterborough-based game development studio dotBunny, organized and hosted the inaugural not-for-profit **PTBO Game Jam 01** in August 2016 at the Holiday Inn Peterborough-Waterfront. That event saw 11 games created.

Based on the response to, and success of, that initial foray, follow-up events continue to be held with continual growth and reach.

With the organization of **PTBO Game Jam 04**, a team of industry professionals continues to work together towards the continued success of the **PTBO Game Jam** to the benefit of the industry as a whole as well as participants.

It's estimated that more than 19 million Canadians identify themselves as "gamers," participating, at some level, in an industry which is expected to grow to a startling \$100 billion market value come 2019.

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